



ACHIEVEMENT

Achieved: \$192,949.70 =



CORE THEME

Community Engagement

OBJECTIVE

CE.3: Our community members participate and contribute to the Foundation in support of the college.

INDICATOR

CE.3.1: Success Indicator 42 – Foundation Annual Fundraising

Measured by the three-year average amount of contributions, grants and scholarships raised from annual fundraising events and outreach as reported by the foundation from foundation-raised funds.

Indicator Thresholds

Green: \$200,000 or greater

Yellow: Between \$100,000 and \$199,999

Red: Less than \$100,000

Purpose and Meaning

The amount of increase in dollars raised will demonstrate how well the Foundation has been able to connect with the population that values the educational and cultural opportunities provided by the college in the region.

WHAT WAS ACHIEVED AND WHAT IS PLANNED FOR THE FUTURE

The Foundation brought in donation revenues of \$342,449.91 for general support, with a three-year average amount of \$192,949.70, indicating achievement within the yellow threshold. In 2014-15, the Foundation established an annual fundraising event, which will continue in January. The Foundation will complete the Forestry Program campaign and continue to actively engage college staff members to contribute to scholarships, programs, endowments and the Health & Science Technology Building capital campaign. The goal will be to increase employee participation to 10 percent or greater, and further engage the community for advocacy resulting in increased financial support.

FACTORS AFFECTING RESULTS/PROGRESS

The Foundation actively pursued completion of unfulfilled endowments that had stalled in previous years' fundraising or contributions, and will continue that effort into the current year. In addition, the Foundation was successful in fundraising for programs, in particular to fund the start up of the new Forestry/Natural Resources degree program. The Foundation also received a one-time gift of approximately \$60,000 due to the death of a long-time donor.

BUDGET IMPACT ASSOCIATED WITH FUTURE PLANNING

Annual fundraising from foundations, the private sector and individual donors help provide the college with new and existing program development, equipment purchases and capital construction funds. Addition of new programs bring new students to the Coos and Curry campuses and ensure revenue sustainability or increase revenues, depending on whether the addition of new programs replaces non-viable programs or adds programs to existing offerings. Donations for scholarships support students in paying for tuition, books and fees, and ultimately maintain or increase the number of students and thus revenues to the college's general operating funds.

Success Indicator Changes for 2014-15 supporting NWCCU accreditation standards: 1.B.2; 4.A.1; 4.B.1; 5.B.2

There are currently no planned changes associated with this indicator.

Planned Projects

Strategic Objective CE.3: Our community members participate and contribute to the Foundation in support of the college.

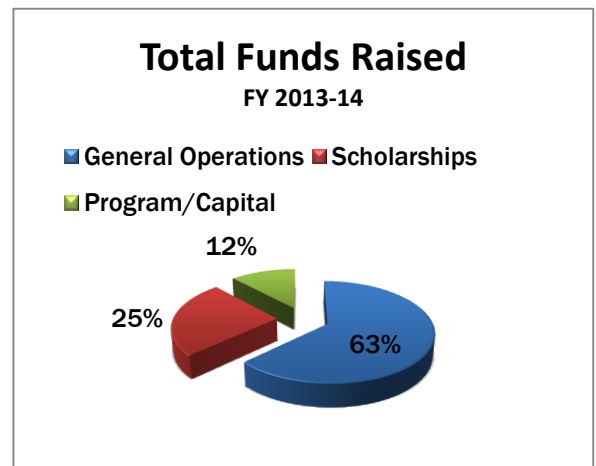
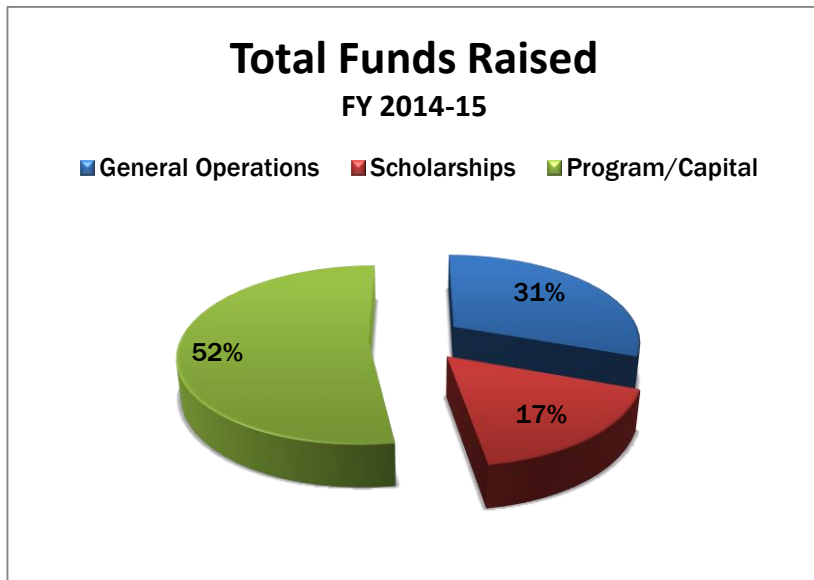
Project CE3.1: Expand access to financial assistance

Unit Planning

The Foundation will implement the capital campaign for the new Health & Science Technology building.

Achievement Analysis

In past years, the success indicator was limited by the measurement of only “grants and scholarships,” however the foundation also engages the community for program and other contributions that are neither grants nor scholarships. This year, the Foundation implemented a change in its accounting reports to better define the character of donations. This indicator now more accurately reflects all donations that come into the Foundation, including not only grants and scholarships, but endowment and program donations. These have been measured and computed in the three-year average – a more accurate reflection of community outreach and fundraising.



DATA DOCUMENTATION

Documentation Posted:

Portal: Resource Center Core Themes – Objectives – Success Indicator Page:

https://mylakerlink.socc.edu/ICS/icsfs/SI_42_FoundationFundraising_2014_2015.pdf?target=75f495f6-a9bb-4c7d-b988-2b0db89b6529

Data References:

Foundation fund accounts (TB Financials) provided by College Business Services and audited by Gary McGee & Associates CPA; Excel comparison chart located on the network:

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ABOUT THE DATA

The report and chart information was prepared and coordinated by Elise Hamner, Foundation Executive Director and Robin Bunnell, Institutional Researcher.

Contributions to the narrative were supplied by Elise Hamner, Executive Foundation.

DETERMINING MEASUREMENT AND SETTING THRESHOLD LEVELS

The Foundation determined measurement of this indicator by looking at the five-year pattern of contributions. Selection of a three-year average measurement considers fluctuations of the amounts contributed that traditionally have occurred due to economic conditions and other. The thresholds represent current expectation levels consistent with Foundation goals and economic conditions. The measurement and thresholds require yearly review to ensure the indicator provides meaningful and applicable data to be used in decision making, specifically for planning and budget development.

Requirements

NWCCU Accreditation; Mission Fulfillment; Foundation Plan.

For more detailed information, contact the Institutional Research office - ir@socc.edu

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